



## Retailer profile





## Driving the trip to store

Price indicates 56% 5 retailer value Execution ves loyalty 44% 6 drives loyalty

Promotions drive the trip 37% 4

Promotions

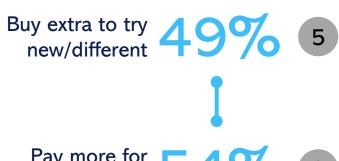


## Delivering what shoppers want





## Maximising the basket



Pay more for better quality 54% 3

Promotional 43% 5





Driving the trip to store

Price indicates 55%6 retailer value Execution ves loyalty 45% 4

drives loyalty

**Promotions** 38%3 drive the trip



Delivering what shoppers want





Maximising the basket

Buy extra to try new/different 50% 4

Pay more for better quality 56% 2

Promotional 44% 3





# Driving the trip to store

Price indicates retailer value 60% 2

Execution drives loyalty 46% 3

Promotions drive the trip 43% 2



# Delivering what shoppers want





# Maximising the basket

Buy extra to try new/different 53% 2

Pay more for better quality 52% 4

Promotional 44% 2



## Driving the trip to store

Price indicates 59%3 retailer value Execution drives loyalty 50%

Promotions drive the trip 47% 1

**Promotions** 

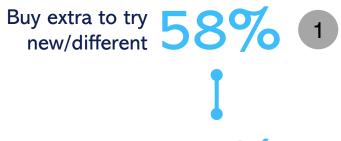


## Delivering what shoppers want





## Maximising the basket





Promotional 44% 4



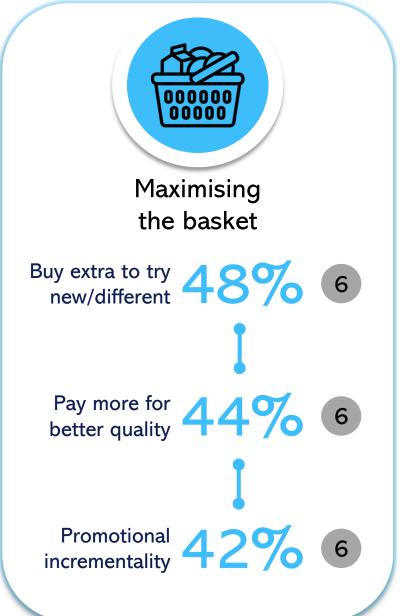


## Driving the trip to store

Price indicates 57%4 retailer value Execution ves lovalty 44% 5 drives loyalty Promotions drive the trip 23% 6 **Promotions** 



Ease of shop satisfaction







# Driving the trip to store

Price indicates retailer value 61% 1

Execution drives loyalty 49% 2

Promotions drive the trip 35% 5



# Delivering what shoppers want





# Maximising the basket

Buy extra to try new/different 5 1 % 3

Pay more for better quality 49% 5

Promotional 46% 1



# Detail of measures used:

All data is total main store (all categories), YTD 2025



Driving the trip to store

Price indicates Is the category price likely retailer value to influence shoppers about overall retailer value

Execution drives loyalty

Will good execution encourage shoppers to visit the retailer again

drive the trip

Promotions Do strong deals encourage shoppers to make a specific to retailer



Delivering what shoppers want

Price Satisfaction score – Great satisfaction Prices

Quality Satisfaction score – Great satisfaction Quality

Assortment Satisfaction score – Good satisfaction Range

Ease of shop Satisfaction score – Easy satisfaction to find my choice



Maximising the basket

Buy extra to try new/different Likelihood to buy additional items to try innovation

Pay more for better quality

Willingness to pay more for better quality/premium options

Promotional incrementality

Level of incrementality from those buying on promotion



# Our data is now continuously tracked, all-year-round, quarterly and annual reads are available

200+

**Categories** 

75,000+

**Shoppers** 

100+

**Metrics** 



#### Category oriented

Unashamedly category and shopper focussed



#### Retailer oriented

Get a perspective that retailers truly value



## **Comparisons**

Across store and competitor comparisons that unlock the insights



### Always Up To Date

Know the latest market dynamics



# Affordable and efficient

Cover all your categories and retailers **continuously** 

## Retailer profile, explanation and implications





# Driving the trip to store

Strong scores (and high rankings) here will indicate that the selected retailer is delivering well on driving traffic to store. This could be down to strong prices and price communication which is driving value perception overall. Additionally, good execution of key categories (and departments) will be driving shopper loyalty and return visits. Finally, strong promotional offers communicated well prestore may also be encouraging shoppers in. Conversely, poor performance here clearly means these areas need more focus – drill into specific categories to identify focus points.



# Delivering what shoppers want

These attributes are critical hygiene factors for retailers and must be delivered well to keep shoppers happy - they are the things shoppers prioritise the most. Its important to get a good understanding across the store of where these factors need most focus – for example there will be certain categories where price is significantly more important to shoppers and others where is less of a concern. Getting this balance right will mean a more effective use of resources with better results ultimately.



# Maximising the basket

Elements in this bucket are the perfect opportunity for retailers to differentiate themselves and drive growth. As with other factors, things like Innovation and Premium, which we see here, can help significantly drive value – but it must be focussed on the right categories and opportunities in order to be effective. Promotions are a necessity to grocery retailing, so strong incrementality here will mean these activations are less likely to dig away at base sales through subsidising regular purchases – again knowing where to focus will be key.



# Get this data for your category now!

For quality insight, delivered immediately and backed by expert support – don't settle for anything less than Shopper Intelligence.

We can help you tackle your category and shopper challenges; whatever you're working on..



Contact us to find out more:

Mike Ralls, Shopper Intelligence UK +44 (0)7876 744986 mike.ralls@shopperintelligence.com